

1873.

1874.

FALL CAMPAIGN.

WESTERN ADVERTISER!

LONDON, ONT.

FROM NOW UNTIL NEW YEAR'S GRATIS.

THE canvassing season has opened out briskly, the fine harvest with which Ontario has been favored, placing the farmers in a good position; and, in consequence, agents have less work to secure subscribers, and find little trouble in raising large clubs. Intending canvassers should lose no time in going to work—now is the time! We have hundreds of friends, ladies and gentlemen, who regularly, with each recurring year, give us effective aid in extending our circulation, and we feel grateful for their very efficient help. Since last fall public sentiment has been turned more than ever in favor of Reform, owing to the recent political developments. This fact, in addition to the steady improvement in the WESTERN ADVERTISER, gives agents a fine opportunity of introducing a reliable Liberal journal into new sections. All the special features of the ADVERTISER will be continued during the coming year, and, as in the past, our best attention will be given to present our readers with a first-class newspaper, containing all the latest and most reliable news, Canadian and Foreign, spicy editorials, and a fund of entertaining and instructive reading matter, suitable for all portions of the family. This is the great secret of the unparalleled success of this journal—we publish a paper which interests young and old. Notwithstanding the large circulation we have already attained, we fully expect to add several thousand new names during the present campaign, and, with the help of our friends, we feel confident of this result.

ONLY ONE DOLLAR!

TO AGENTS.

We want energetic agents in all sections of this Province. No instructions other than contained in this circular are needed. There is no trouble in raising clubs for this paper where it is known, and in new sections agents can easily secure large clubs by a little exertion.

WE GIVE THE BALANCE OF THIS YEAR GRATIS TO ALL NEW SUBSCRIBERS. This gives canvassers a splendid chance, as even those now taking other papers will subscribe to the ADVERTISER upon having this explained to them.

Don't neglect to call upon any one because he has different political opinions from this journal. We have thousands of Conservative readers, who, besides wishing to see both sides of the question, admire the firm moral tone and diversity of attractions which have made the ADVERTISER noted.

FREE UNTIL NEW YEAR'S.—We wish it distinctly understood that we give the balance of this year gratis to new subscribers only. Merely changing the address from one member of a family to another *don't constitute a new subscriber.*

OLD SUBSCRIBERS.—Two old names count equal to one new one on the premium list. Old subscribers need only to be asked; they all want to renew. Wherever the ADVERTISER becomes known it is popular.

FORMING CLUBS.

No instructions are required. Get a copy of the ADVERTISER and commence work. Clubs may be made up from as many post offices as you wish. Forward names with the cash not later than Tuesdays, and the paper will be mailed the same week. We will give you credit for all names sent, and premiums will be forwarded when required. Write names very distinctly. Let each name and address occupy one line. Be very careful to spell names correctly and be sure of the P. O. address. We don't want to know a man's township or county (if he lives in Canada)—merely his post office.

Always register letters, they will then be at our risk.

SAMPLE COPIES.—We will send sample copies and circulars to all who may send for them.

PREMIUMS SENT FREE.—All our premiums will be sent to agents free of charge—the smaller ones by mail, and the larger articles to the nearest express office.

BALANCE OF YEAR FREE.—The subscription still remains at the old price—One Dollar per annum and the balance of present year free to new subscribers, whether sent singly or in clubs.

IN ADVANCE ONLY.—We give no credit, and prefer that our agents should not do so either.

PREMIUMS.

We refer agents to our list of premiums on the opposite page. To those who prefer receiving their remuneration in cash, we will allow 25 per cent. premium on all new names, and 12½ per cent. on old names.

TABLE OF PREMIUMS FOR 1873-4.

The figures in the first column denote the regular price of the article, and in the second the number of new subscribers required at \$1 each.

No.		Cash value of article.	No. of Names at \$1.
1.	Sewing Machine (Guelph).....	\$12 00	20
2.	Sewing Machine (Guelph).....	18 00	32
3.	Sewing Machine (Guelph).....	20 00	40
4.	Sewing Machine (Osborn).....	35 00	55
5.	Sewing Machine (Osborn).....	38 00	65
6.	Half-dozen Dessert Knives.....	1 75	5
7.	Half-dozen Dinner Knives.....	2 00	6
8.	Half-dozen Table Forks (Nickelite).....	2 50	8
9.	Half-dozen Dessert Forks.....	2 00	6
10.	Half-dozen Teaspoons.....	1 00	3
11.	Half-dozen Dessert Spoons.....	1 75	5
12.	Half-dozen Table Spoons.....	2 25	7
13.	Butter Knife (Ivory Handle).....	1 00	3
14.	Carver and Fork.....	1 50	5
15.	Hon. Edwd. Blake (Photograph in oval frame).....		3
16.	Hon. A. Mackenzie.....		3
17.	Hon. Geo. Brown.....		3
18.	Butter Cooler (Silver-plated).....	3 00	9
19.	Cruet Stands.....	4 00	12
20.	Family Clock (Warranted).....	1 00	3
21.	Family Clock.....	2 00	6
22.	Family Clock.....	2 50	8
23.	"Impressions of a Canadian," by the Editor.....		3
24.	Ladies' Silver Thimble.....		2
25.	Silver Thimble, agate head.....	1 00	3
26.	Ladies' Pocket Knife, Pearl Handle.....	1 00	3
27.	Gents' Pocket Knife, 3 or 4 blades.....	1 00	3
28.	Fairchild's Gold Pen.....	2 50	8
29.	".....	3 00	10
30.	Wilson's.....	1 00	3
31.	".....	1 50	5
32.	Sunday School Library No. 1, 30 vols.....	9 00	32
33.	"..... No. 2, 76 vols.....	7 50	28
34.	"..... No. 3, 72 vols.....	5 25	20
35.	"..... No. 4, 32 vols.....	3 50	14
36.	Books to value of \$2.....	2 00	7
37.	Books to value of \$3.....	3 00	11
38.	Books to value of \$4.....	4 00	14
39.	Western Advertiser, one year.....	1 00	3

SPECIAL PRIZE.

To every person getting up a club of ten, or more, we will present, *in addition to the regular premium*, a copy of "SIGHTS AND SENSATIONS IN EUROPE," being a revised edition of the letters written by the editor of the ADVERTISER during his recent European tour. These letters are descriptions of his experiences in Ireland, Scotland, England, France, Italy, Austria, Germany, Belgium, &c. The book will be handsomely printed and bound, and will be valuable for reference.

PRIZE FOR LARGEST CLUB.—To the lady or gentleman who gets up the largest club, up to 31st of January, 1874, we will present a superior Osborn Family Sewing Machine, value \$38, in addition to the regular premium.

1815. 2. 14. 1850.

ABOUT OUR PREMIUMS.

We wish it to be understood that all our premiums are fully worth the value stated. By buying wholesale and making favorable purchases, we are enabled to offer a much larger per centage in premiums than we can in cash. To those preferring cash we allow 25 per cent. (on new names), and this is very liberal, considering the low price of our paper, and the consequent ease with which clubs are raised.

SEWING MACHINES.—We have again made arrangements with the celebrated Guelph Sewing Machine Co. to offer their excellent Machines at the same figure as last year. Of the large number sent out during last season's campaign, every one has given the utmost satisfaction. Every Machine is warranted and the outfit comprises all the latest improvements. We can heartily recommend this premium to agents.

NICKELITE SILVER.—No premium ever gave better satisfaction than our Nickelite Silver goods. We have hundreds of testimonials showing the appreciation in which these articles are held. They wear like solid silver, being one metal all the way through.

CUTLERY.—Our Dinner and Dessert Knives are all of the best quality and finish, and selected with great care.

POCKET KNIVES.—These articles are of the finest quality in material and finish, and no doubt will be popular premiums.

PHOTOGRAPHS.—Owing to many agents not being supplied with those fine Photographs, in oval frames, of Brown, Blake & McKenzie, we have again entered them in our list, and can send them immediately on receiving order.

CLOCKS.—We have also made arrangements for a large supply of Family Clocks, at remarkably low prices. For instance, we can send a clock (which will be warranted by a city Jeweller) for a club of **THREE NAMES!** Larger and better finished ones for six and eight names.

GOLD PENS.—Both Fairchild's and Wilson's Gold Pens are well known, and require no praise from us. Both firms have reputations to lose, and are careful to issue none but first-class goods.

LADIES' THIMBLES.—Little girls, now is your opportunity! An agate-headed Silver Thimble will last a life time. Only three names to secure one!

BOOKS.—We allow agents to select personally from the large stock of Messrs. E. A. Taylor & Co., London; or we will forward any book ordered, as soon as it can be procured, if not in stock. The Sunday School Libraries are standing collections, carefully selected, and in use in many schools at the present time.

THE BEST PREMIUM.—We will send the *Western Advertiser* one year (balance of this year free) to any one sending us three bona fide new names, and the cash, \$3.

Address all communications to

JOHN CAMERON & CO.

ADVERTISER OFFICE,

LONDON.